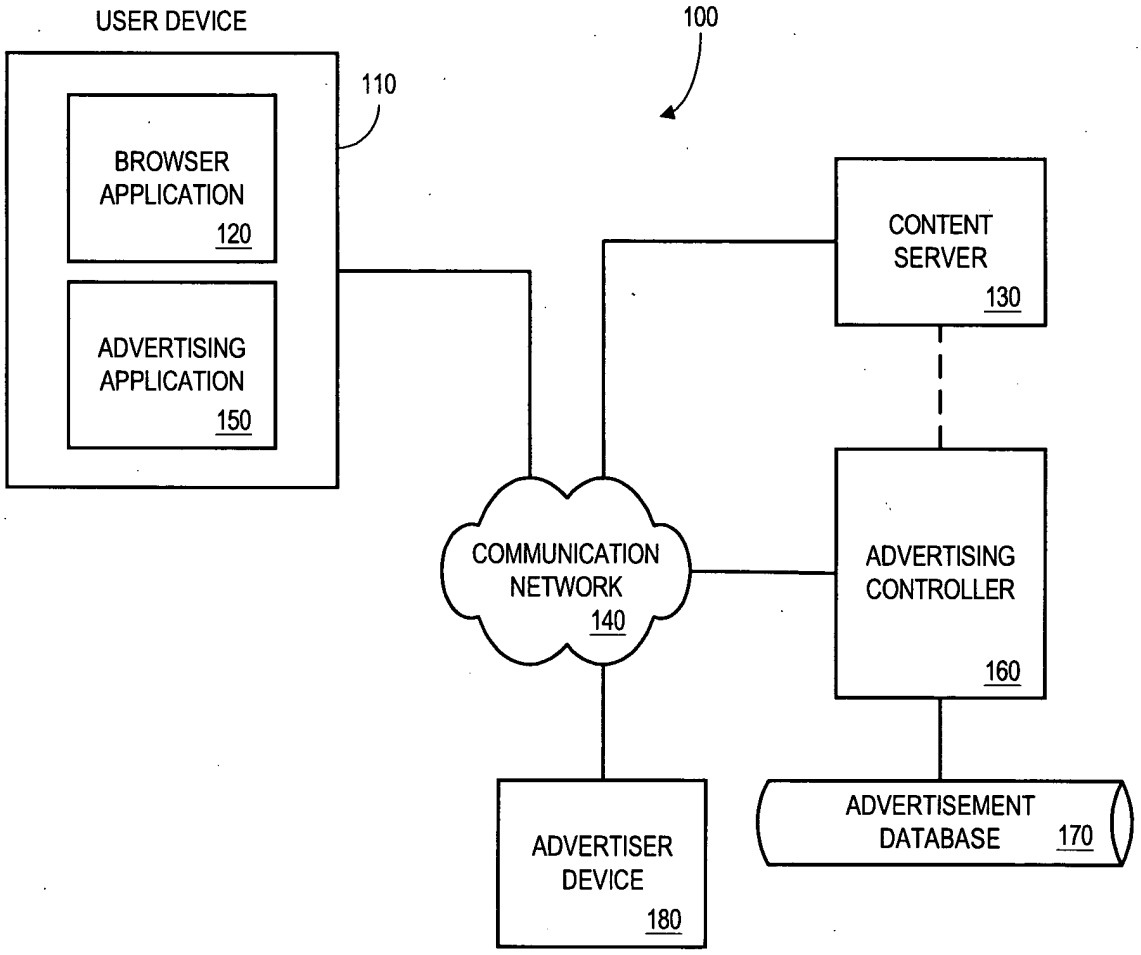

USER DEVICE
100
110
BROWSER APPLICATION 120
ADVERTISING APPLICATION 150
CONTENT SERVER 130
COMMUNICATION NETWORK 140
ADVERTISING CONTROLLER 160
ADVERTISER DEVICE 180
ADVERTISEMENT DATABASE 170

FIG. 1

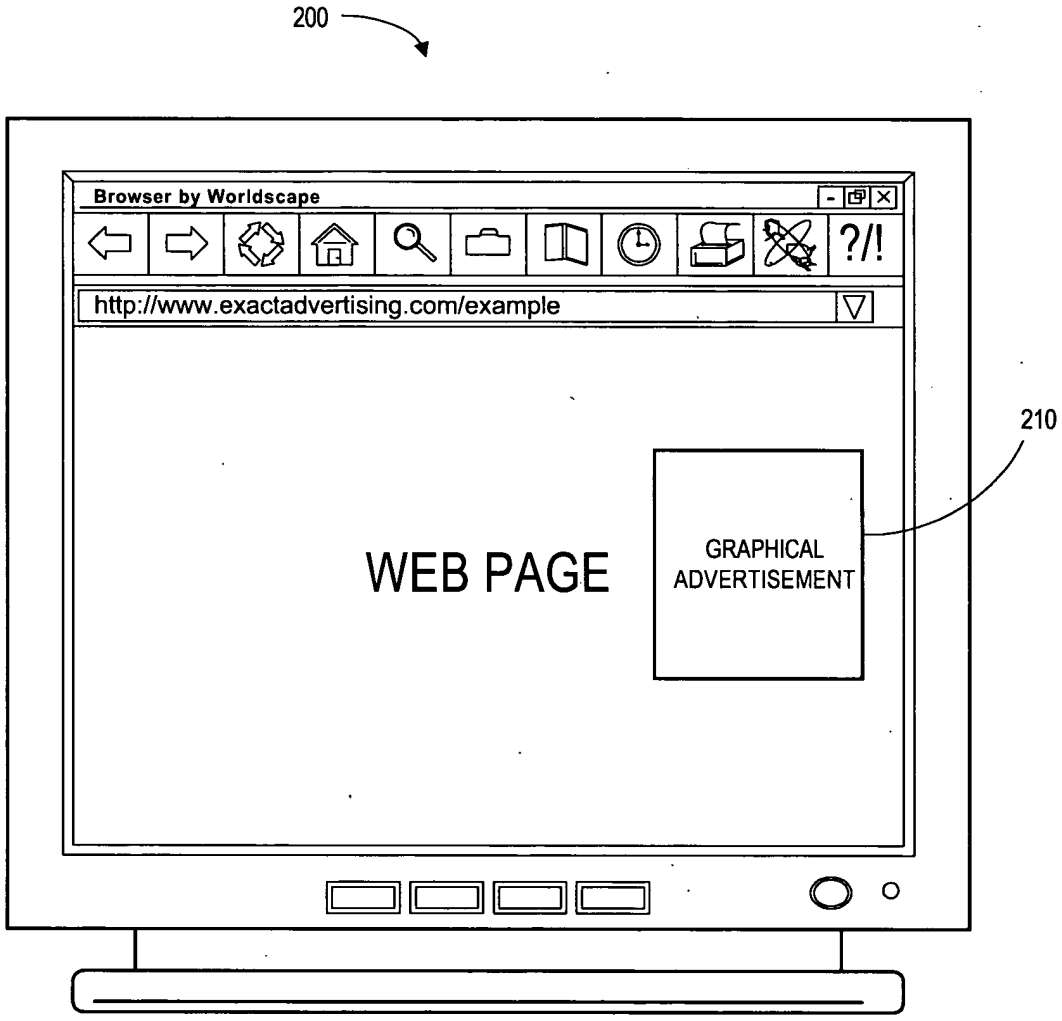

200
Browser by Worldscape
?/!
http://www.exactadvertising.com/example
WEB PAGE
GRAPHICAL ADVERTISEMENT
210

FIG. 2

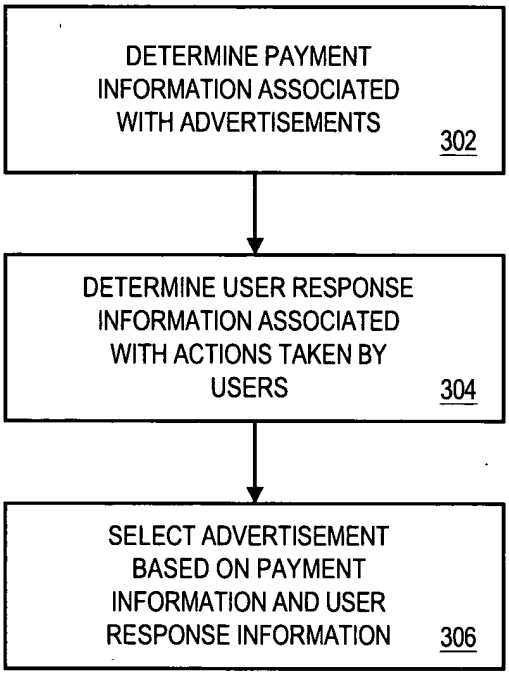

DETERMINE PAYMENT INFORMATION ASSOCIATED WITH ADVERTISEMENTS
302
DETERMINE USER RESPONSE INFORMATION ASSOCIATED WITH ACTIONS TAKEN BY USERS
304
SELECT ADVERTISEMENT BASED ON PAYMENT INFORMATION AND USER RESPONSE INFORMATION
306

FIG. 3

400

ADVERTISER IDENTIFIER 402	ADVERTISEMENT IDENTIFIER 404	ADVERTISEMENT CONTENT 406	COST-PER-CLICK 408	CLICK-THROUGH-RATE 410	RANKING INFORMATION 412
A101	A101-01	HTTP:\\WWW.ADSERV.COM\A1001	.05	.05	RANK 2 (.0025)
A101	A101-02	A1002.BMP	.10	.02	RANK 3 (.0020)
A102	A102-01	HTTP:\\WWW.ADSERV.COM\A1001	.10	.03	RANK 1 (.0030)
A102	A102-02	A1002.BMP	.15	.01	RANK 4 (.0015)

FIG. 4

500

ADVERTISER IDENTIFIER 502	ADVERTISEMENT IDENTIFIER 504	ADVERTISEMENT CONTENT 506	COST-PER-ACTION 508	USER ACTION FREQUENCY 510	RANKING INFORMATION 512
A101	A101-01	HTTP:\\WWW.ADSERV.COM\A1001	.75 PER REGISTRATION	.005	CATEGORY 1 (3.75 CPM)
A101	A101-02	A1002.BMP	1.25 PER PURCHASE	.001	CATEGORY 2 (1.25 CPM)
A102	A102-01	HTTP:\\WWW.ADSERV.COM\A1001	.50 PER SUBSCRIPTION	.002	CATEGORY 2 (1.0 CPM)
A102	A102-02	A1002.BMP	.01 PER CLICK	.02	CATEGORY 1 (2.0 CPM)

FIG. 5

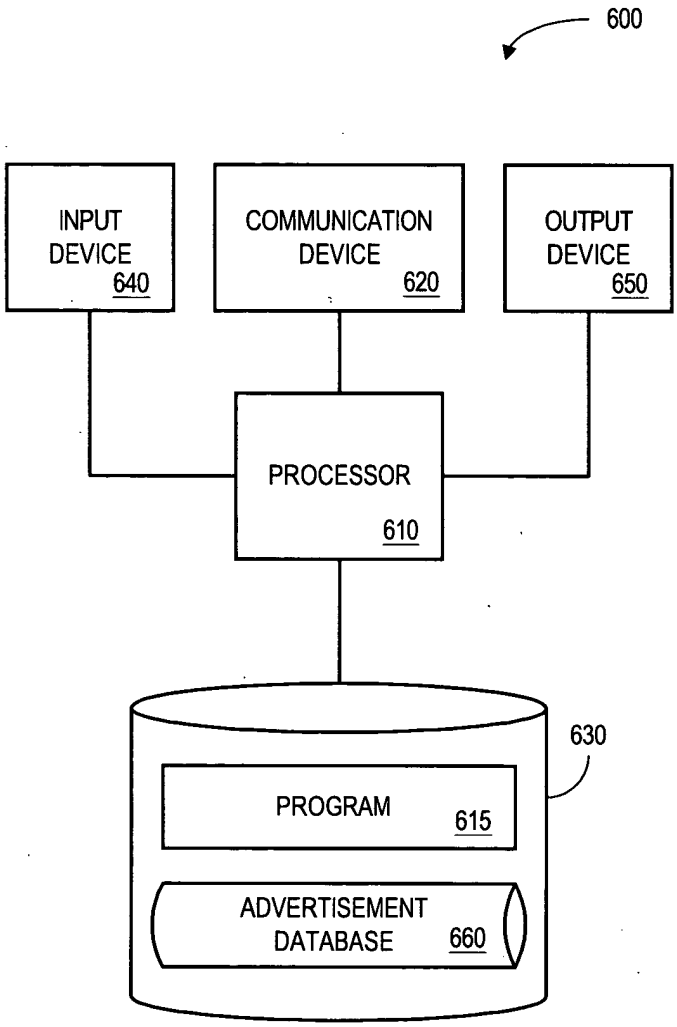
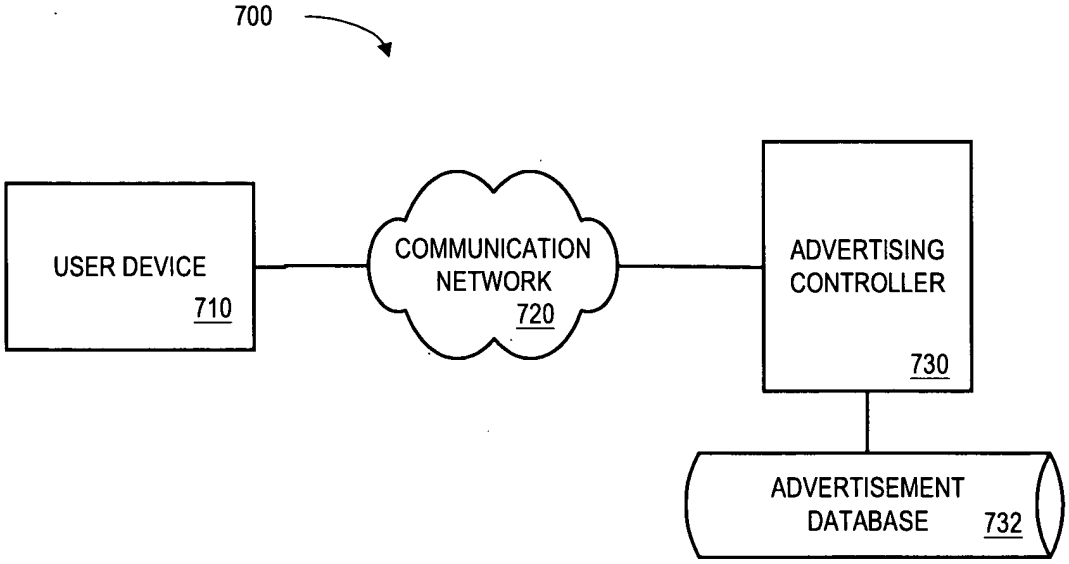

600
INPUT DEVICE 640
COMMUNICATION DEVICE 620
OUTPUT DEVICE 650
PROCESSOR 610
630
PROGRAM 615
ADVERTISEMENT DATABASE 660

FIG. 6



ELECTRONICS (KW: ELECTRONICS):

ADVERTISEMENT 1

ADVERTISEMENT 2

ADVERTISEMENT 3

AUTOMOTIVE (KW: CARS, TIRES, AUTOMOBILES):

ADVERTISEMENT 4

ADVERTISEMENT 5

ADVERTISEMENT 6

FIG. 7

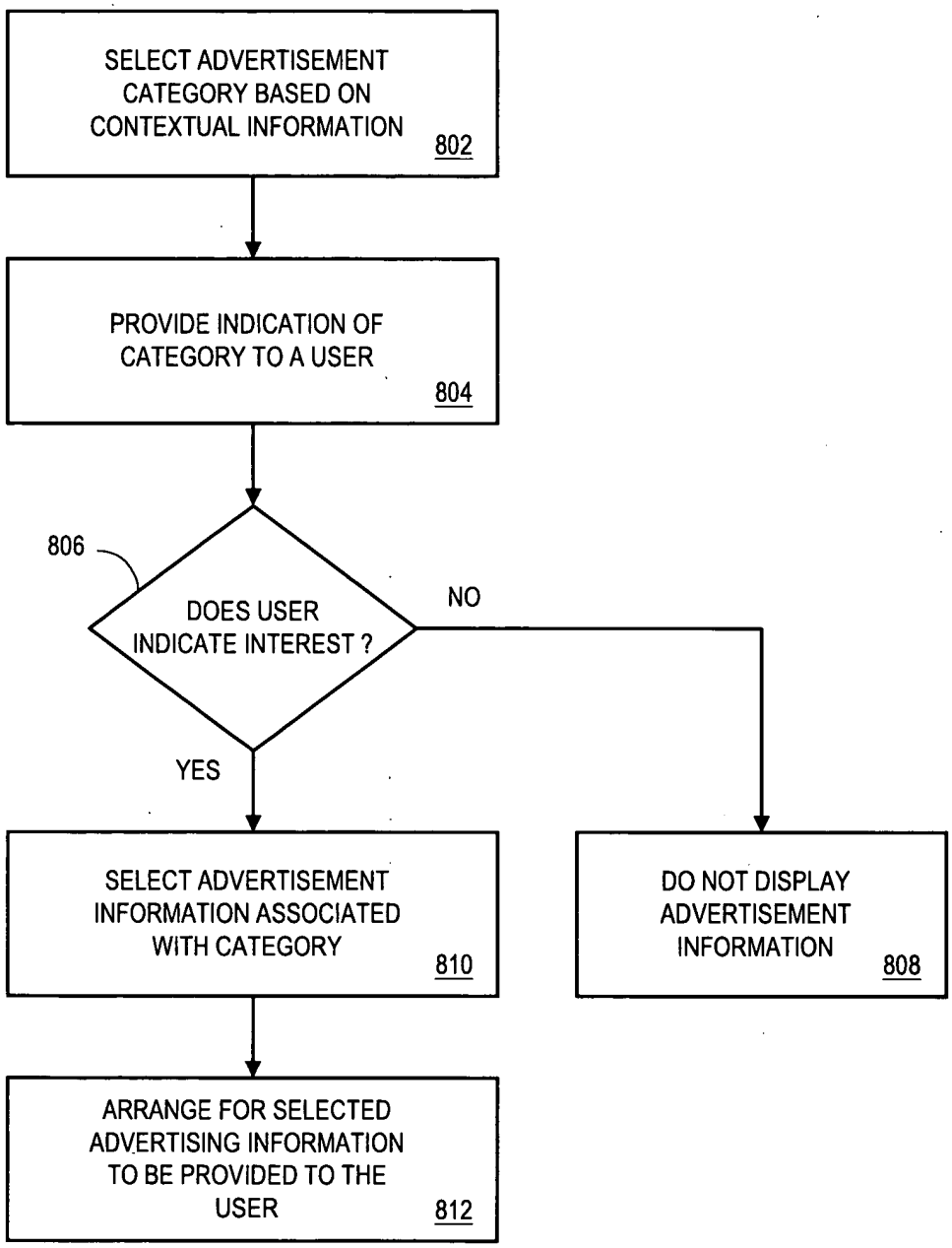

SELECT ADVERTISEMENT CATEGORY BASED ON CONTEXTUAL INFORMATION
802
PROVIDE INDICATION OF CATEGORY TO A USER
804
806
DOES USER INDICATE INTEREST ?
NO
YES
SELECT ADVERTISEMENT INFORMATION ASSOCIATED WITH CATEGORY
810
DO NOT DISPLAY ADVERTISEMENT INFORMATION
808
ARRANGE FOR SELECTED ADVERTISING INFORMATION TO BE PROVIDED TO THE USER
812

FIG. 8

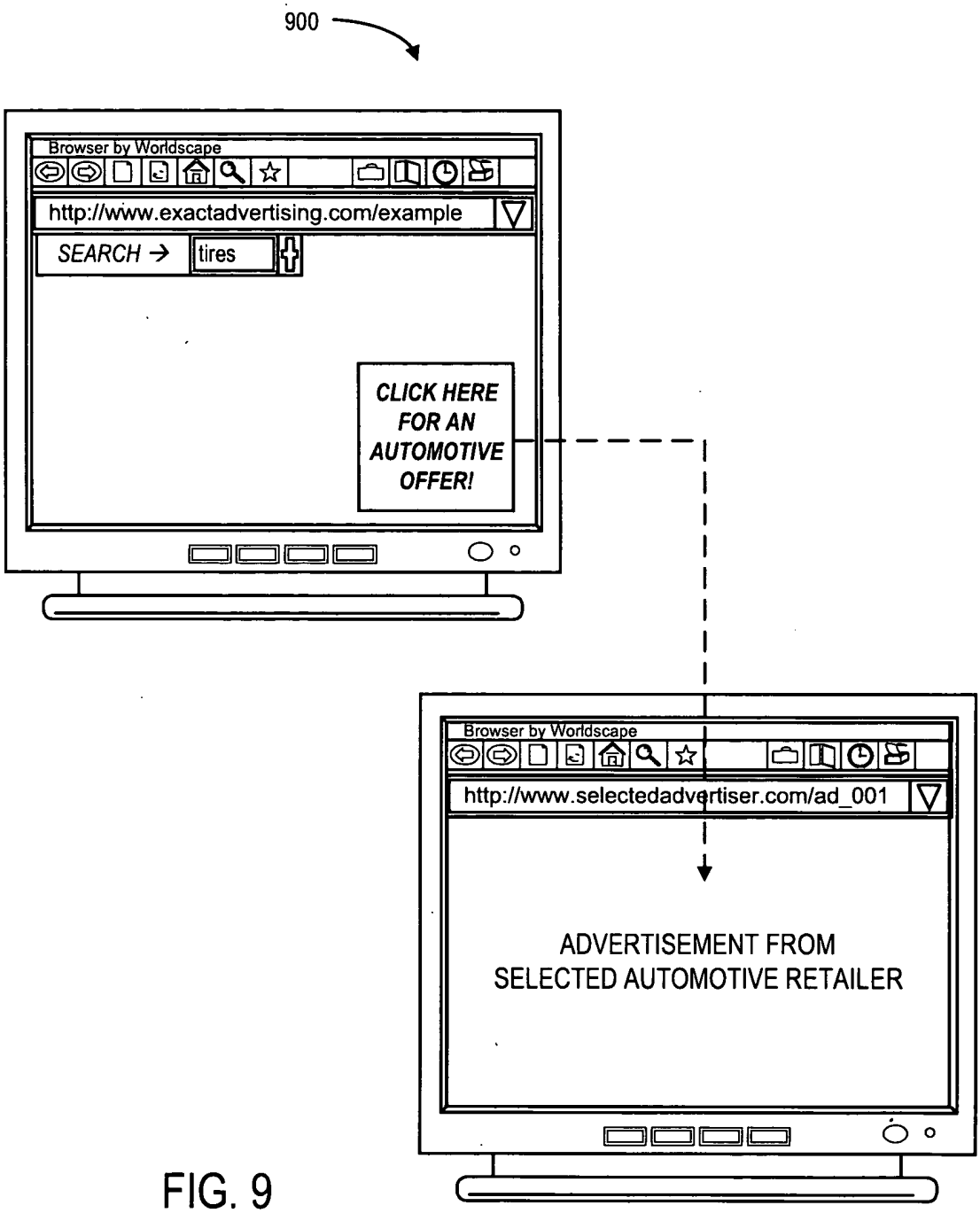

900
Browser by Worldscape
http://www.exactadvertising.com/example
SEARCH →
tires
CLICK HERE FOR AN AUTOMOTIVE OFFER!
Browser by Worldscape
http://www.selectedadvertiser.com/ad_001
ADVERTISEMENT FROM SELECTED AUTOMOTIVE RETAILER

FIG. 9

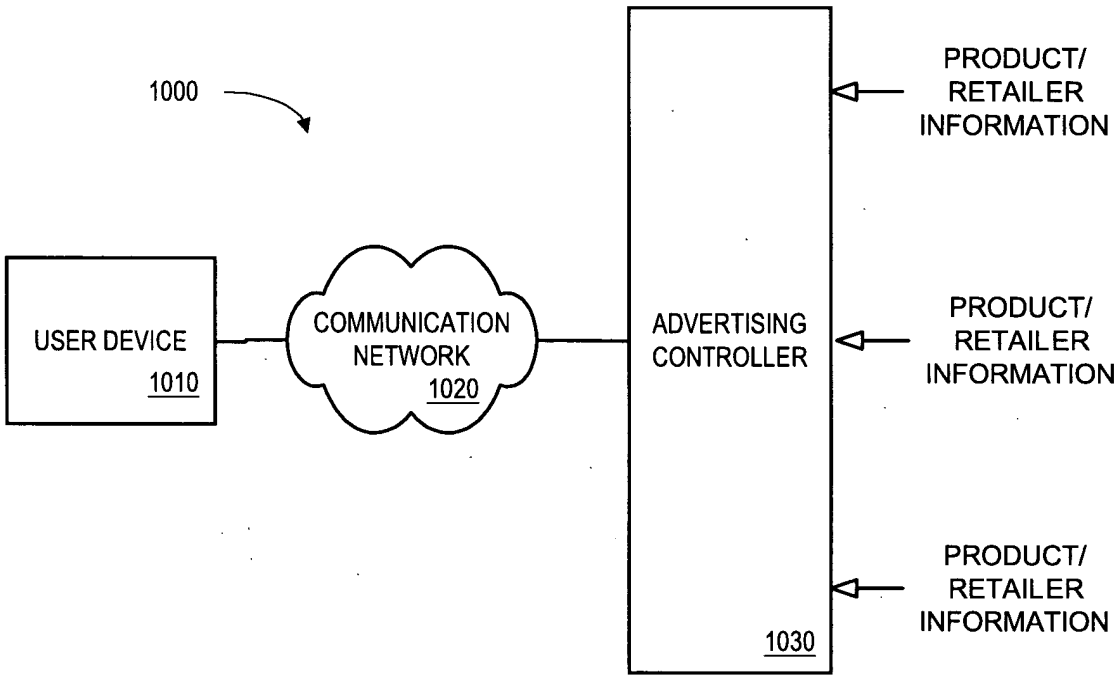

1000
USER DEVICE
1010
COMMUNICATION
NETWORK
1020
ADVERTISING
CONTROLLER
1030
PRODUCT/
RETAILER
INFORMATION
PRODUCT/
RETAILER
INFORMATION
PRODUCT/
RETAILER
INFORMATION

FIG. 10

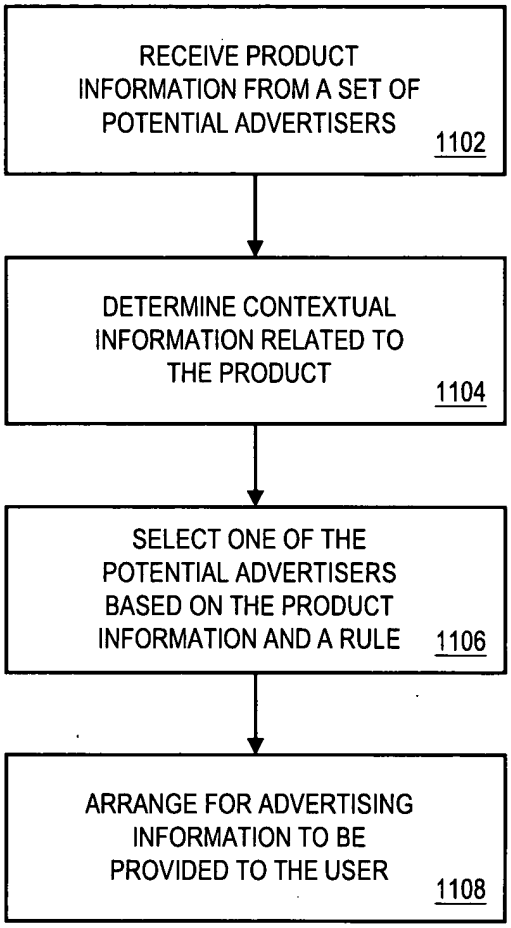

RECEIVE PRODUCT INFORMATION FROM A SET OF POTENTIAL ADVERTISERS
1102
DETERMINE CONTEXTUAL INFORMATION RELATED TO THE PRODUCT
1104
SELECT ONE OF THE POTENTIAL ADVERTISERS BASED ON THE PRODUCT INFORMATION AND A RULE
1106
ARRANGE FOR ADVERTISING INFORMATION TO BE PROVIDED TO THE USER
1108

FIG. 11

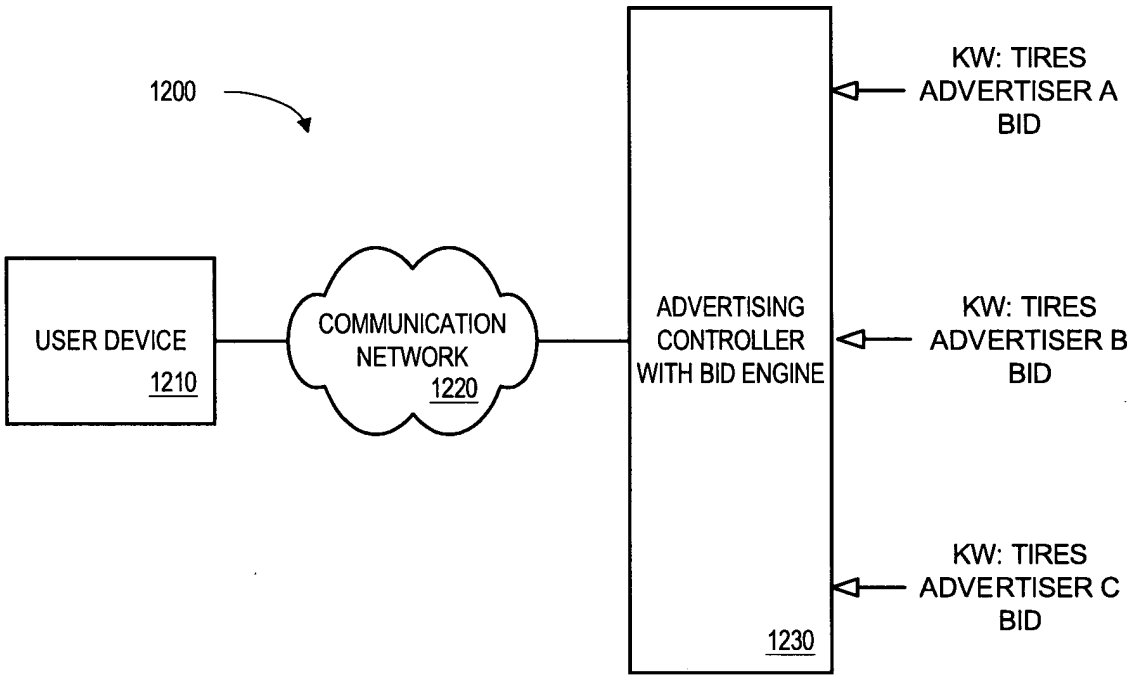

1200
USER DEVICE
1210
COMMUNICATION
NETWORK
1220
ADVERTISING
CONTROLLER
WITH BID ENGINE
1230
KW: TIRES
ADVERTISER A
BID
KW: TIRES
ADVERTISER B
BID
KW: TIRES
ADVERTISER C
BID

FIG. 12

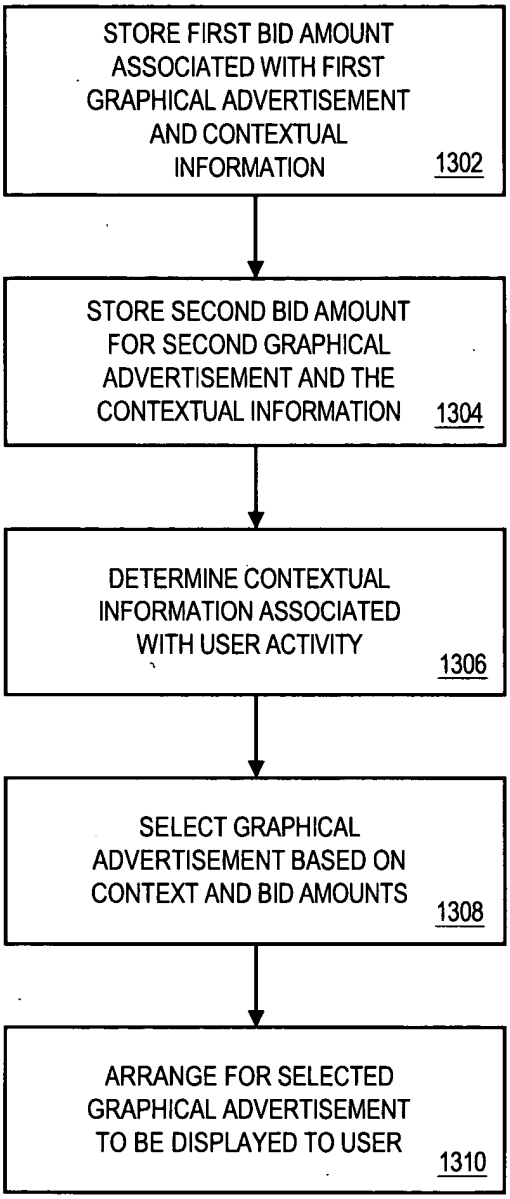
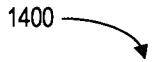

STORE FIRST BID AMOUNT ASSOCIATED WITH FIRST GRAPHICAL ADVERTISEMENT AND CONTEXTUAL INFORMATION
1302
STORE SECOND BID AMOUNT FOR SECOND GRAPHICAL ADVERTISEMENT AND THE CONTEXTUAL INFORMATION
1304
DETERMINE CONTEXTUAL INFORMATION ASSOCIATED WITH USER ACTIVITY
1306
SELECT GRAPHICAL ADVERTISEMENT BASED ON CONTEXT AND BID AMOUNTS
1308
ARRANGE FOR SELECTED GRAPHICAL ADVERTISEMENT TO BE DISPLAYED TO USER
1310

FIG. 13



ADVERTISER IDENTIFIER 1402	ADVERTISEMENT IDENTIFIER 1404	ADVERTISEMENT CONTENT 1406	KEYWORD(S) 1408	BID AMOUNT 1410	RANKING INFORMATION 1412
A101	A101-01	HTTP:\\WWW.ADSERV.COM\A1001	TIRES	.05	1
A101	A101-02	A1002.BMP	TIRES	.02	3
A102	A102-01	HTTP:\\WWW.ADSERV.COM\A1002	TIRES	.03	2
A103	A103-01	A1008.BMP	TIRES	.01	4
A101	A101-03	A1042.BMP	TV, AUDIO	.02	2
A104	A104-01	HTTP:\\WWW.ADSERV.COM\A1043	TV, AUDIO	.03	1
A105	A105-01	A1009.BMP	TV	.01	4

FIG. 14